


# EXHIBIT B

'725 Patent Claim Language	Deluxe Media Inc. ("Deluxe")
<p>1p. A method of marketing and distributing multimedia, the method comprising:</p>	<p>Deluxe holds itself out as "the world's leading creation-to-distribution company, offering global, end-to-end services" with an "[u]nmatched global presence in distribution . . . ." (Ex. C.)</p> <p>Deluxe advertises: "Get your features to the Cinema with Electronic Delivery . . . or Satellite delivery" (Ex. D at 2) and "Optimize content delivery to your cinema with high speed broadband" (<i>id.</i> at 3.)</p> <p>A video embedded at <a href="https://www.bydeluxe.com/cinema">https://www.bydeluxe.com/cinema</a> (the "Deluxe Video") provides an overview of Deluxe's movie distribution process.</p>
<p>1a. receiving, by a server, multimedia material and advertising material from a producer or owner of said multimedia material, said advertising material being associated with said multimedia material, said advertising material comprising audio and video components;</p>	<p>Deluxe advertises the mastering and distribution of movies. (Ex. D. at 1-2.)</p> <p>Deluxe advertises the creation and distribution of trailers. (Ex. D at 2.)</p> <p>The Deluxe Video states that Deluxe can "optimize content delivery to your cinema with Deluxe's high speed terrestrial broadband service" in North America.<sup>1</sup></p>

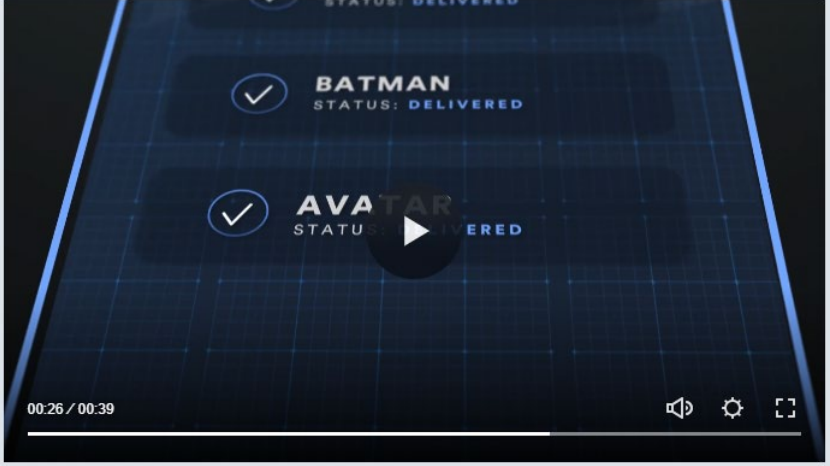
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<sup>1</sup> Deluxe Video at 0:17-0:21.

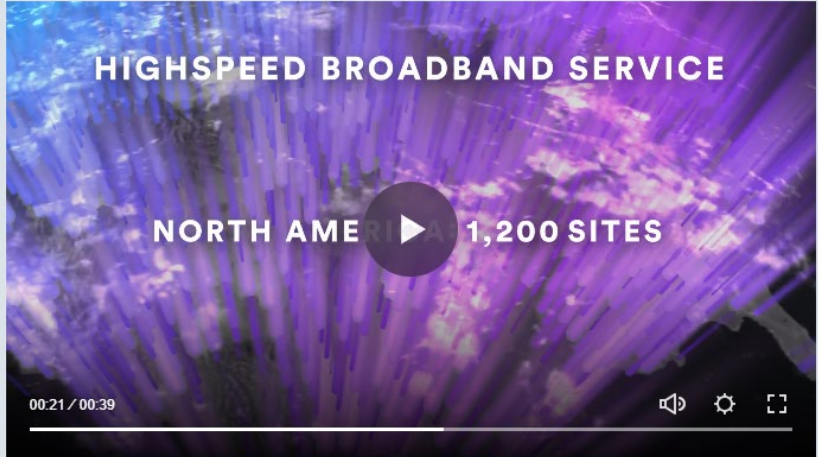
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	 <p data-bbox="850 768 1896 846">Upon information and belief, Deluxe's "high speed broadband delivery service" receives information by server.</p> <p data-bbox="850 894 1896 974">The Deluxe Video states that Deluxe can "maximize access to a robust repository"<sup>2</sup>, which includes both movies and trailers.</p>

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<sup>2</sup> Deluxe Video at 0:23-0:26.

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	 <p>Deluxe partners with many studios and cinemas, including but not limited to MarvelStudios, Lionsgate, Disney, Paramount, Warner Brothers, and Universal. (Ex. E.)</p>
1b. storing said multimedia material and associated advertising material on a computer readable storage medium as correlated information in digital format;	<p>Upon information and belief, Deluxe's "high speed broadband delivery service" stores movies and trailers associated with such movies in servers.</p> <p>This step is intrinsic to a digital file-based system and is unavoidable, since files must be stored, even if only for a short period. Any data structure (e.g. relational data base) would maintain relationships between items such that a search for a film title would generate a page with links to film versions, stills, trailers, ads, etc. and presenting previews of same.</p>
1c. providing a server system accessible over a communication network, said	<p>Upon information and belief, Deluxe's "high speed broadband delivery service" provides servers that accessible over the internet to potential</p>

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server system accessing said correlated information in a digital format from said computer readable storage medium for transfer of said correlated information in a digital format over said communication network to potential purchasers;	cinemas, allowing movies and their associated trailers to be transmitted over the internet to potential customers.
1d. providing samples of said correlated information in a digital format from said server system over said communication network to said potential purchasers, said purchasers being linked to the server system through said communication network;	Upon information and belief, Deluxe's "high speed broadband delivery service" provides samples of movies and associated trailers stored on its servers via the internet.
1e. downloading to said purchasers, upon request of said purchasers, over said communication network, said correlated information in a digital format corresponding to said multimedia material from said server system, said purchasers storing downloaded correlated information in a digital format corresponding to said multimedia material; and	Upon information and belief, Deluxe's "high speed broadband delivery service" can download to potential customers over the internet a movie and its associated trailers.
1f. providing said correlated information in a digital format corresponding to said advertising material that is associated with said multimedia material to said	Upon information and belief, Deluxe's "high speed broadband delivery service" can provide and store to potential customers over the internet a movie and its associated trailers, thereby allowing potential customers to use the trailer to locally market the movie.

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<p>purchasers from said server system over said communication network, allowing purchasers to locally market and sell said multimedia material, said purchasers downloading said correlated information in a digital format corresponding to said advertising material that is associated with said multimedia material, said purchasers storing the downloaded correlated information in a digital format corresponding to said advertising material; and</p>	
<p>1g. wherein said purchaser is an exhibitor exhibiting said multimedia material, after deriving said multimedia material from said stored correlated information in a digital format corresponding to said multimedia material, in a public theater to a number of individuals in exchange for a paid admission or a broadcast exhibitor, said advertising material, after deriving of said advertising material from said correlated information in a digital format corresponding to said stored associated advertising material, being shown to the public at a time or in a place different</p>	<p>Deluxe's Video states that Deluxe's "high speed broadband delivery service" delivers to 1,200 sites across North America.<sup>3</sup></p>  <p>The video player interface shows a play button in the center. The background is a map of North America with a purple and blue color scheme. The text 'HIGHSPEED BROADBAND SERVICE' is at the top, and 'NORTH AMERICA 1,200 SITES' is in the middle. At the bottom left, the time '00:21 / 00:39' is displayed. At the bottom right, there are icons for volume, settings, and full screen.</p>

<sup>3</sup> Deluxe Video at 00:21.

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from the time or place at which said associated multimedia material is displayed.	Upon information and belief, such "sites" include public movie theaters in the United States that can exhibit a movie and associated trailers downloaded from Deluxe's "high speed broadband delivery service."